

RICH COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	2,278	2,329	2,264	-2.8%	27
Total Non-Ag Employment	765	708	634	-10.5%	27
Non-Ag Avg Monthly Wage	\$2,128	\$2,013	\$1,964	-2.4%	29
Per Capita Income	\$30,224	\$31,231	n/a	n/a	n/a
Unemployment Rate**	2.8%	4.9%	5.9%	20.4%	26
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$5,988,170	\$5,044,379	\$4,481,169	-11.2%	28
Travel & Tourism Related Employment	118	97	84	-13.0%	28
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$317,967	\$264,352	\$234,368	-11.3%	28
Transient Room Tax	\$81,378	\$84,291	\$104,821	24.4%	23
Restaurant Tax	\$27,670	\$27,135	\$28,304	4.3%	25
Car Rental Tax	--	--	--	--	--
Retail Sales					
Gross Taxable Retail Sales	\$30,578,825	\$28,531,726	\$40,773,560	42.9%	26
REGIONAL VISITATION COUNTS					
Bear Lake	198,141	175,049	229,669	31.2%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

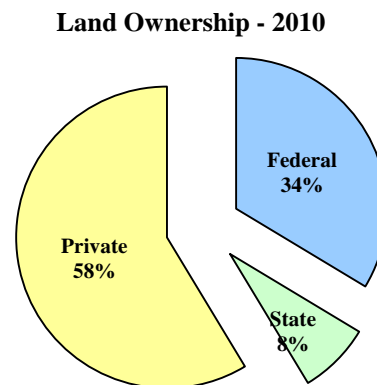
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Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	658,052	100.0%
Federal Government	221,747	33.7%
BLM	171,587	26.1%
US Forest Service	50,160	7.6%
National Park Service	--	--
Other •	--	--
State Government	50,964	7.7%
Utah State Parks & Recreation	706	0.1%
Utah State Wildlife Reserves	2,437	0.4%
State Trust Lands	47,821	7.3%
Other ••	--	--
American Indian	--	--
Private*	386,808	58.8%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land



Rich County Tourism Profile

